

# PROFILE

**For the employees of Blue Cross and Blue Shield of Florida**

**March 1991**

# Leadership Teamwork Excellence

## Qualities of a winning performance



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Plan to attend the  
"Day of Champions" Open House  
March 23, 10 a.m.-1:30 p.m.  
Freedom Commerce Centre  
Featuring:

- Olympic gymnast Mary Lou Retton
- 3-mile fun run and 1-mile fun walk,
- Food, fun, prizes and much, much more!

## PROFILE

Volume 40  
Issue 2

### Contributors

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### 1990 Awards

- Jacksonville Golden Image award for best magazine
- Best Public Relations Printed Material, Florida Public Relations Association
- Award of Distinction, magazine category, Florida Public Relations Association (state level)



## FROM THE TOP

# Winning Performances

By Thomas E. Albright, Senior Vice President and  
Chief Marketing Executive of Blue Cross and Blue  
Shield of Florida

**M**ost of you know that the Blue Cross and Blue Shield Association of Plans is a corporate sponsor of the U. S. Olympic team. This means that we provide health insurance coverage to the athletes and we help raise money for the United States Olympic Committee that it can use to develop and maintain programs for athletes as they prepare for their Olympic performances.

What you may not know is how Blue Cross and Blue Shield of Florida benefits. Sponsorship of a tremendously positive event like the Olympics helps us play a leadership role and positions us as a caring and responsible corporate citizen -- nationally and in our own community. It increases our visibility, ensures more opportunities for us to share our messages, and helps us strengthen relationships with other businesses, with key legislators and with community leaders.

The theme established by the Association for our sponsorship of the 1992 Olympics is "leadership, teamwork and excellence." These words are simple and effective -- and they symbolize qualities that lead to winning performances.

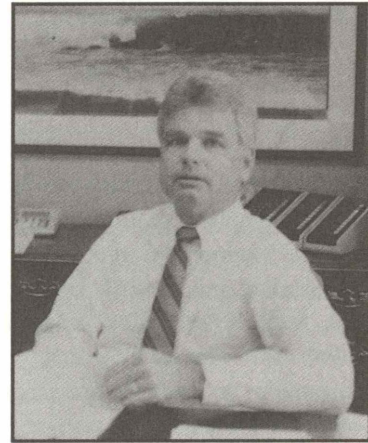
Like the U. S. Olympic team we are proud to sponsor, our company's success depends on outstanding individual and team performances. Dedication, commitment and perseverance distinguish Olympians from other athletes and a successful company from its competitors.

There are other attributes that can lead a person or company to success: realizing your strengths and overcoming your weaknesses, focusing clearly on your goal, and learning from experience.

We can learn a great deal from our involvement with the Olympics. Not only is it inspiring to watch the athletes perform to their potential in events like gymnastics, swimming and skating, but also it's very inspiring to see the positive results of strong teamwork. No one who watched the 1980 Winter Olympics could ever forget the excitement generated by the "underdog" American ice hockey team as they faced their toughest competitors -- the Soviet team -- and triumphed.

As employees of Blue Cross and Blue Shield of Florida, we can feel the same kind of pride and exhilaration when we achieve success through teamwork. In the past year, we've had several notable successes. Our financial performance is strong, we produced a net gain in contracts, our managed care programs have helped control medical costs and we've made improvements in organizational effectiveness.

What makes our success sweeter is knowing the challenges we have faced and overcome this past year. In an industry that has changed dramatically -- and that continues to change -- those companies that are flexible and able to outperform their competitors will gain the winning advantage.



Attitude plays a critical role in setting one person or company apart from others.

Olympic gymnast Mary Lou Retton, who will be making a guest appearance at our employee open house this month, epitomizes the power a positive attitude can have on performance.

Certainly she was blessed with talent and excellent training; so were her competitors. She practiced long and hard; her competitors also practiced long and hard. But when the time came for Mary Lou to perform, it was her determination and spark -- her positive attitude -- that won the hearts of those who watched and earned her the gold medal.

We may not always earn a gold medal to mark our achievements, but we still can take great pride in our accomplishments -- and then set new goals for future achievement.

We should never be content to "rest on our laurels." There is always another opportunity to improve. Like Olympians, we need to build on our successes, learn from our mistakes, and show an extra measure of spirit and determination to gain a competitive advantage.

# Relocation Update

**N**ews from those in the know is that the optical security lanes at Freedom Commerce Centre have been installed and are fully operational. A reminder to those employees who don't work at FCC, but occasionally go there for meetings or other business reasons: don't forget your badge.

If you're out at FCC more than two days a week, you can get a new badge with the magnetic strip on the back that lets you go through the scanning lanes. Otherwise, you

need to check in with Security before proceeding to your meeting.

According to **Mike Jones**, director of Facilities and Office Services, shuttle service between Riverside and Baymeadows has been discontinued.

The parking situation at FCC continues to be monitored, and according to **Bob Cooper**, "there appears to be sufficient parking for the work force."

Relocations back to the Riverside Home Office Complex continue as scheduled. Several units of Medicare B moved from the SWD building downtown to RHOC, and other units within the home office also relocated.

Renovations at Riverside are ongoing, and account for some of the very interesting odors employees have noticed on their trips up and down the elevators.■

## Tag Alert

**T**he State of Florida requires all motor vehicles to bear a current, valid registration license plate, or tag. It has recently been brought to the attention of the Safety and Security Department by the Florida Department of Highway Safety and Motor Vehicles that their inspectors have the authority to inspect vehicles parked on privately owned lots. They check for expired tags and improper tags, such as tags that belong on another car, or out-of-state tags. They have the authority to issue citations for improperly tagged vehicles.

"This means you can get a ticket while parked in any BCBSF lot, including the Riverside Home Office garage and parking lots at offices outside Jacksonville," says **Bill Bland**, manager of Safety and Security.

"As a reminder to new employees, Florida law requires new residents to obtain Florida registration for their vehicles within ten days of accepting employment in the state," says Bland.

"Personnel from the Department of Highway Safety and Motor Vehicles have advised us they will be checking BCBSF lots on a sporadic, unannounced basis," says Bland. "So please make sure your car or truck is properly tagged before you drive it to work." ■

### CAREER CORNER

#### Don't set yourself up to fail

Psychologists are finding more evidence suggesting that some people behave in ways that consistently result in failure. Some symptoms:

- **Blaming others.** This is often the first link in the failure chain. Avoid it by understanding your own potential and limitations. Admit errors and seek reasonable solutions to problems you've created.
- **Lacking focus.** A clear focus is essential to taking control of your career and life. Define what you want to accomplish and work to meet written goals.
- **Being poorly informed.** Avoid acting impulsively. Gather facts before making decisions. Remember: information is power you should always have on your side.
- **Being surrounded by negative people.** Analyze the people around you. Do they trust you and believe in you? By surrounding yourself with positive, uplifting people, you'll lift your own spirits and motivation level.
- **Expecting failure.** There is truth to the adage, "You get what you expect." Learn to expect the best.
- **Being stopped by failure.** Life is full of failures. Does failure make you stop or challenge you to work harder to reach your goals?

Source: Dr. Charles Dickson, Route 13, Box 1191, Hickory, NC 28601.



# Preserving Our Reservists

**W**hile Blue Cross and Blue Shield of Florida's reservist employees were covering ground in the Persian Gulf, the company was covering them. To help prevent financial hardship that may have resulted from our active reservists taking a military leave of absence from work, BCBSF offered them supplemental income and extended their health care benefits.

The supplemental income is equal to the difference between the employee's regular straight time pay and their total service compensation up to \$3,000 per month. The protection is effective from the date their active duty began through June 30, 1991 or when they return to work, whichever is earlier. Activated reservists also will be able to continue group life and health insurance coverage for themselves and their eligible dependents for six months from their active duty date or until their return.

## Life insurance coverage for all reservists also was extended

Florida Combined Life, a wholly owned subsidiary of BCBSF, also provided uninterrupted life insurance coverage at no cost for family members of Florida military reservist employees who were called to active duty.

Their family life insurance premium is waived for six months, or until the reservist returns to active employment, whichever is earlier. If the reservist's tour of duty is extended beyond six months,

FCL will, until further notice, extend the waiving of premium on family life coverage.

The extension was made available retroactively as of August 22, 1990, when the Presidential active-duty authorization became official. The benefit took effect on the first day of the month following the reservist employee's call to duty. ■

## MANAGER'S MEMO

### Key principles for coaching and counseling employees.

#### Maintain the employee's self-esteem.

Research shows that people perform up to their own perceived level of competence or self-worth. Expect the best from your people and treat them like valuable, mature adults and they'll act in kind.

#### Focus on the problem, not the person.

When people feel they're being personally attacked, especially on vague abstractions like their "attitude" or their "effort," they tend to react defensively and emotionally. If you focus on the problem at hand, and state it in terms of specific behaviors rather than generalities, you'll be more likely to be heard and to get their cooperation.

#### Ask for the employee's help in solving the problem.

People are more likely to implement something they've come up with themselves. You can enhance self-esteem and promote responsibility by encouraging people to solve their own problems. And chances are, they know exactly what's wrong and exactly how to solve it.

#### Listen empathetically to what employees say.

When people talk, listen. Empathetic listening is the key to communication. Put yourself in the other person's shoes, let yourself feel how it is from their point of view, and you can break down "us-vs-them" attitudes and give people the sense that their feelings and opinions count.

#### Refrain from pushing for an immediate solution.

Once you've asked employees for ideas on how to solve his or her own problem, stand back and give them time. It's tempting to solve things yourself. Imposing your own remedy may save time and discomfort in the short term, but it costs you the employee's initiative and responsibility in the long run.

**Set a specific follow-up date.** Whatever has been decided, be sure to let the employee know that you intend to check the results. Setting a clear date to review progress lets people know you're serious; writing it down makes it real.

## Operation Desert Storm Photo Album

A salute to soldiers who served in Operation Desert Storm is on page 8 and 9 of this issue. Many thanks to all their relatives who sent in photographs!



# Total Quality Management Is Going Strong in the South

**T**otal Quality Management (TQM), a program that stresses teamwork, employee involvement and positive communications techniques, is changing the way employees do business in the Southern Region.

Almost all the employees in the Southern Region, including those in the Miami and Fort Lauderdale offices, attended TQM training sessions held in February. They were taught the principles of Total Quality Management by trainers **Mike Rubin, Smith Coffey, Bobbie Huffman, Patty Pate, Susie Reizen and Dave McCammon.**

McCammon, a project manager and a TQM leader for the Southern Region, says, "Usually, managers are so busy with the day-to-day operations that they can't spend much time getting ahead of the game, for example, finding solutions to recurring problems that may make the day-to-day operations easier and smoother. TQM helps bring about needed changes that improve the way we do business.

"Already we've seen improvements in customer service, telephone service, retention efforts and claims payment as a result of TQM

teams," says McCammon. "It's never easy to change, but most employees who go through TQM training really see it as a benefit. It can help them on the job and in their personal lives."

A critical element of the program's success, he says, is upper management's support of TQM and

the principles it espouses.

McCammon says, "We think TQM values will help bring about cultural changes in the organization that will help differentiate BCBSF from its competitors in terms of our ability to provide consistently high quality service to our customers." □

### The five basic principles involved in Total Quality Management:

- When quality increases, productivity increases as well;
- The person in the job is the most knowledgeable about the job;
- People generally want to do well in their jobs;
- The sum is greater than the individual parts;
- Structured problem solving produces better results.

## Member Advisory Council Meetings Scheduled

**T**he Spring series of Member Advisory Council (MAC) meetings will begin in March and run through May, says MAC manager **Sharon Pastorius.**

The MAC program, established in 1984, provides an open forum for candid, peer-to-peer discussions and exchange of ideas between BCBSF senior management and the chief executive officers and business decision makers of selected group customers.

Discussion topics for the Spring meetings include subscriber education; the impact of Medicare changes; cost containment and utilization management. There are nine Member Advisory Councils; they meet at least twice a year, usually for a "shirt-sleeves" breakfast, in Jacksonville, Gainesville, Tallahassee, Pensacola, Orlando, Tampa, Lakeland, Miami and Fort Lauderdale. □



# Florida Shared System Earns National Recognition

**F**lorida Shared System (FSS), a user-friendly electronic claims adjudication system developed to streamline the processing of Medicare Part A claims, is now fully operational in Florida.

The system is flexible, very easy to update, fully transportable, and is approved by the Health Care Financing Administration. And, as its name suggests, Florida Shared System is being shared with other Medicare contractors around the country -- primarily those who handle more than a million claims annually.

FSS was installed for Blue Cross of California over the 1990 Thanksgiving holidays and goes to several other plans this year, including Community Mutual Insurance in Cincinnati, Ohio; Empire Blue Cross and Blue Shield in Syracuse, New York; and Blue Cross and Blue Shield of Illinois in Chicago.

For more information about Florida Shared System, call Don Hardeman, director of Information Services and Operations, at (904) 464-1174. ■

## Prescription Drug Program Begins

**M**ediScript, the company's new prescription drug program designed to help control health care costs, was implemented on March 1, 1991. BCBSF has signed contracts with a network of 1,800 pharmacies around the state that have agreed to participate in the MediScript Pharmacy Program by charging a pre-negotiated price for prescription drugs.

Traditional and PPO subscribers simply identify themselves to the participating pharmacies using

their BCBSF cards, just as they do when they visit a doctor or hospital. Some of the chain pharmacies participating in the MediScript Pharmacy Program are Albertsons, Eckerd, Kash N Karry, K mart, Pharmor, Pic N' Save, Publix, Rite Aid, Walgreen and Wal-Mart.

The network also includes several hundred independent pharmacies throughout the state. Call Molly Clark for more information at (904) 739-4584. ■

**Reminder:** The March of Dimes' WalkAmerica 1991 walkathons will be held in March and April around the state. Last year, 373 BCBSF employees participated and helped raise \$10,203 for the March of Dimes, earning BCBSF first place honors as a corporate "big hitter" for its tremendous employee participation. Can we beat last year's earnings? Call your team captain to sign up now...

Sincere thanks to all employees who donated trophies, plaques and medals to the **Special Olympics**. A total of 55 items were collected from BCBSF employees.

## Blockbuster Videos

**E**mployees attending the annual management awards banquet were treated to an upbeat video featuring employees from all areas of the company. Demand for the video, which runs about 23 minutes, has been great; if you'd like to borrow a copy to show at your next staff meeting, contact Harold Barnett, manager of Employee Communications, in the Public Relations Division.

Another video that features BCBSF regional medical directors as spokespersons was produced for our subscribers and is now available for distribution.

Called "Health & You," the 30-minute video addresses lifestyle habits -- diet, exercise, sleep, substance abuse, injury protection and stress management -- in a lively, *PM Magazine* style. The video will be shown by our sales representatives and group decision makers to help our subscribers learn how they can improve their health and save their health care dollars.

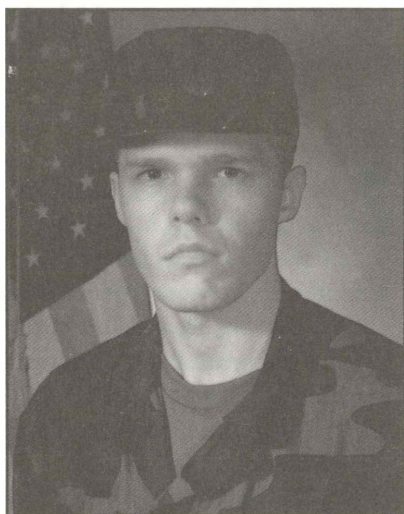
To promote the video and reinforce its message about the importance of a healthy lifestyle, posters and payroll stuffers also have been developed. ■



## IN THE SPOTLIGHT

### A Salute To Our Soldiers

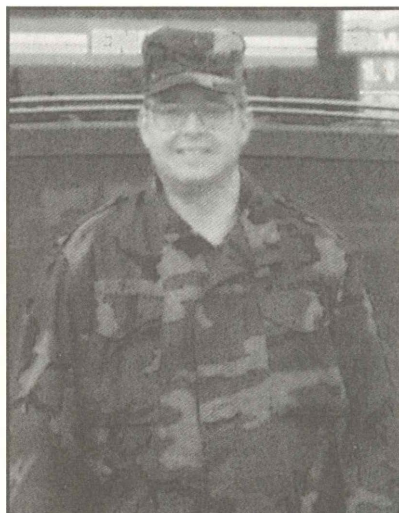
**H**ere are a few of the soldiers called to serve in Operation Desert Storm. We extend our heartfelt thanks and appreciation to the men and women whose courage and bravery helped bring the Persian Gulf crisis to a resolution.



Army SPC Charles Hartman, deployed since September, 1990, is the brother-in-law of David B. Onkst, Systems analyst II.



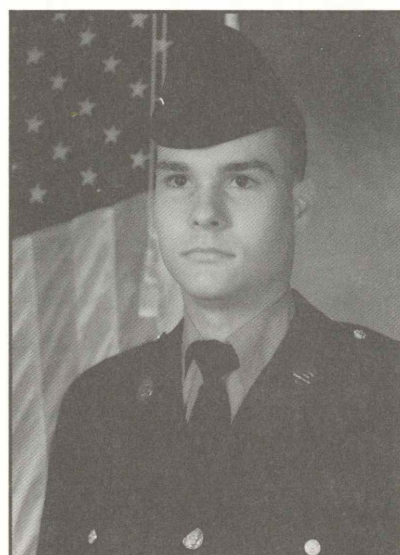
Army SPC Kaos E. Felton, deployed since January, 1991, is the son of Gwendolyn Freeman, specialist, PSI/Corporate Accounts.



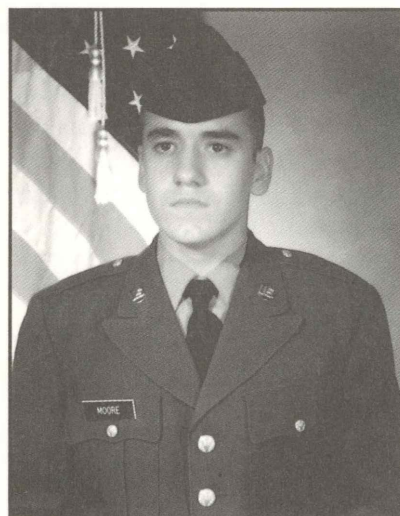
Sgt. David P. Norman, deployed since December 11, 1990, is the husband of Vicki Norman, secretary, Technical Services.



SSGt. John D. Parrott, deployed since August, 1990, (shown here with his wife Kim), is the brother-in-law of Amie Jasinski, customer service representative, Southern Region IV.



Army PFC Scotty L. Yawn is the nephew of Shirley Troutman, secretary to the director of the Northwest Region.

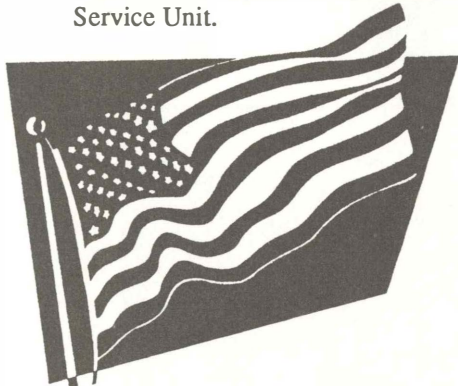


Army SGT Charles Moore is the brother of Gladys Bullard, accountant II in Program Budget, and the brother-in-law of Eddie Bullard, supervisor in Medicare B.





Marine Brian P. Tuck is the nephew of Roslyn Heath, Publix Service Unit.



## T For Our Troops

**T**he Publix Service Unit and PSI showed their support for American troops by wearing special Operation Desert Storm T-shirts. They also collected items for care packages and sent them overseas.

*Below: standing, L-R, back row: Bill Van, Connie Roberto, Lisa Jarrett, Nona Morales, Doris Hill, Nancy Perez, John Keene, Daron Staton. Front row, L-R: Ceryle Freeburn, Gwen Freeman, Elisha Presley, Lisa Labry. Not pictured: Lila Rodgers, Rosalind Brunson-Britt, Sharon Garey, Jeri Linsenmayer, Jackie Jones, Mary Smith, Linda Scott, Robin Scott.*



*Standing, L-R: Stephen Peebles, Sherrill Provost, John Keene, Alan Lui, Marlina Wilson, Roslyn Heath, Jody LaValley, Mary Ann Yeomans, Mary Jane Thompson, Shirley Butler, Theresa Flight. Seated, L-R: Tricia Haddock, Rhonda Smith, Carol Collier, Kris Burns, Dana Atteberry, Sandor Kovacs, Nancy Perez. Not pictured: Patti Boynt, Patty Cole, Denise Thompson, Linda McRoy, Adrienne Deloera, Kay Turner, Keith Bowers.*



## IN THE SPOTLIGHT



*Left: the Gavel Club graduates and their roasters.*

*Below: Karl Smith and Gavel Club President Barbara Moore.*

## Glowing With Success

**F**amily and friends who gathered to congratulate the most recent Gavel Club graduates were treated to a wonderfully motivational speech delivered by a chicken.

Well, actually, it was **Mary Ann Slaney**, manager of Medicare B Employee Education, dressed up to *look* like a chicken.

Her message was simple: it takes great courage to overcome fear and do something new. She praised the members of Gavel Club for showing the courage and commitment to take advantage of the opportunity to improve themselves.

The seven graduates were "roasted" by a friend and then each delivered a short speech demonstrating the skills they learned in



Gavel Club, before receiving a gavel and certificate.

The graduates were: **Darlene Williams, Victoria Chapman, Dearyl Tremble, Frank Liou, Michael Clark, Geri Jackson and Barbara Moore.** Their roasters, respectively, were: **Beverly Pateman, Gary Levine, Deandrous Wilcox, Susan Clay, Diane Kirkland, Robert L. Woodard and Karl Smith.**

Graduate **Mike Clark** summarized his feelings about Gavel Club by saying: "I think this is a great program for anyone who is willing to put the time and effort into it. The rewards are great, both to the organization and to yourself."

For more information about the Gavel Club, call **Pat Fitzpatrick** in Employee Relations at (904) 791-8121. ■





*Seated, L-R: Barbara Watson, Jane Fisher, Rina Luke, Allison Holtz, Gloria Herring, Bettye Fowler. Standing, L-R: Dave Kukar, Mary Yeary, Jan Sallas, Cathy Deason, Debra Edwards, Wanda Butler, Terry Drury, Yolanda Edwards, Michael Norris, Reba Adkins, Sheila Rupar, Dawn McCook, Paul Shupe, Mary Alexander. Not pictured: Eddie Torres, Nancy Holton, Neal Keller.*

## "Getting Caught" Can Be Rewarding

By John Nunn, director of Superior Customer Service

**T**he happy faces you see here are the latest group of employees who "got caught doing something right" for their customers.

They received buttons from their peers that said: "I was caught doing something right" as a result of exceptional service they provided.

After being recognized for service, each then has the opportunity to become a "service ace." They must pass the button on to someone else who deserves to be recognized for excellent service.

The service recognition program is sponsored by the Customer Service Recognition Work Group, which also publishes the company-wide newsletter *One Step Closer*. The group's primary interest is promoting service in the work place as a personal value.

Two work group members are

the primary coordinators for each luncheon. April Bynum and Kathi Peaks of Direct Market Operations were the coordinators for this luncheon at the Marriott.

Don Van Dyke, vice president of Direct Market Operations, was the guest speaker. Tim Lyons, team facilitator in State Group Operations, served as master of ceremonies. ▣

## Dee Does It Again

**D**ahlia "Dee" Mills, who works in Membership and Billing, Under 65, suggested a change to RBMS that will improve cycle time for enrollment changes and earned recognition through the Corporate Suggestion Program -- for the second time.

"The recognition is really positive," says Mills, who has even more ideas to improve the day-to-day operations of the company.

"When employees are recognized for their ideas and contributions," she says, "it can make a world of difference to them and to the company."

*Hooray for Customers!*



The Corporate Suggestion Program, administered by Anita Rodgers in Organization Development and Training, is open to all non-exempt employees and offers cash rewards of 10 percent of the estimated annual savings generated by the winning suggestion, up to a maximum \$1,000.

For more information about the program, call (904) 791-6013. ▣



## IN THE SPOTLIGHT



### Super Performers In State Group

By Tim Lyons,  
Team Facilitator, State Group

**O**n January 25, State Group held its second annual awards ceremony to recognize the achievements of the non-exempt staff. This year's ceremony coincided with the Super Bowl and was dubbed the "Super Bowl for Super Performers."

Following a tailgate party and a skit, awards were presented to the top two vote getters in each functional category.

The recipients were selected by their peers for their effectiveness as a team player and their commitment to superior customer service. Second highest vote getter was awarded a certificate and the highest vote getter earned a plaque.

The highest vote getters were Collette Keller, Entry; Tonie Hegg, Suspense; Terry

McCormick, QUEST; Georgia McQueen, Adjustments; Paige Golden, Customer Service; and the Audit staff: Lori Williams, Evey Paulk, Penny Nadeau and Nancy Chitty.

Certificate recipients were Cheryl Blackburn, Entry; Deborah Gardner, Suspense; Zelbra Countryman, QUEST; Pam Parker and Marina Bantigue, Adjustments; and Melissa Williams, Customer Service.

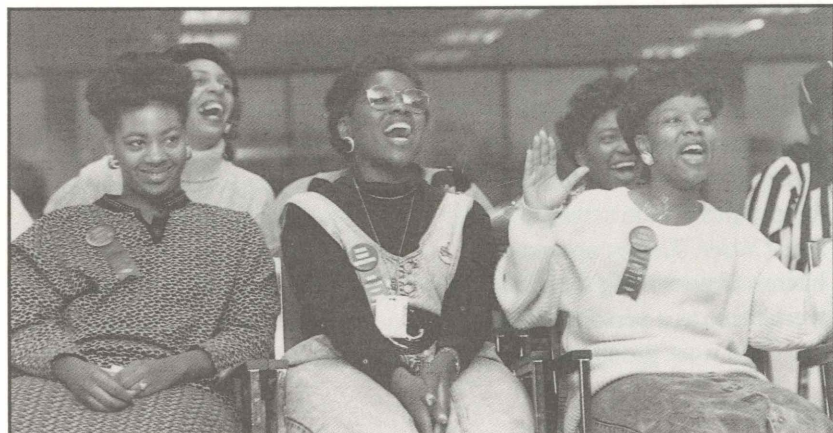
Members of the transition team recognized for their efforts in planning and coordinating the transition to regional teams were: LouAnn Felix, Penny Nadeau, Paige Golden, Shanna Spinnek, Helen Jenkins and Jackie Waters.

Members of the Customer Service Peer Audit team recognized for the successes they've had in the quality arena for 1990 were: Julie Farhat, Paige Ginger Frazier, Rula Carr, Mary Nedd, Thea Richardson, Kathy Raulerson, Melissa Williams, Patrina Pollard, Pam Hicks, Lisa Harris, Susan Agbuga, Angela Davis, Malinda Hendricks and Rosalind Myers.

Debra Porubsky, Terry McCormick, Zelbra Countryman, Lisa Lehman and Jackie Waters, Entry Peer Auditors, were recognized for their efforts in ensuring the success for the Entry Peer Audit Program.

Certificates were presented to the team leaders for their dedication to the evolution of their changing roles in 1990. The individuals recognized were: Charletta Robinson, Joyce Dix, Jenny Borsis, Collette Keller, Yvonne King, Bettye Fowler, Jerri Brown, Florence Barco and Dee Dunn.

Plaques were presented to Vickie Bankhead, Operations team facilitator and Tom Dunn, vice president, for their dedication to participative management and Quality of Work Life, and for their help in facilitating state group through a successful year. ■



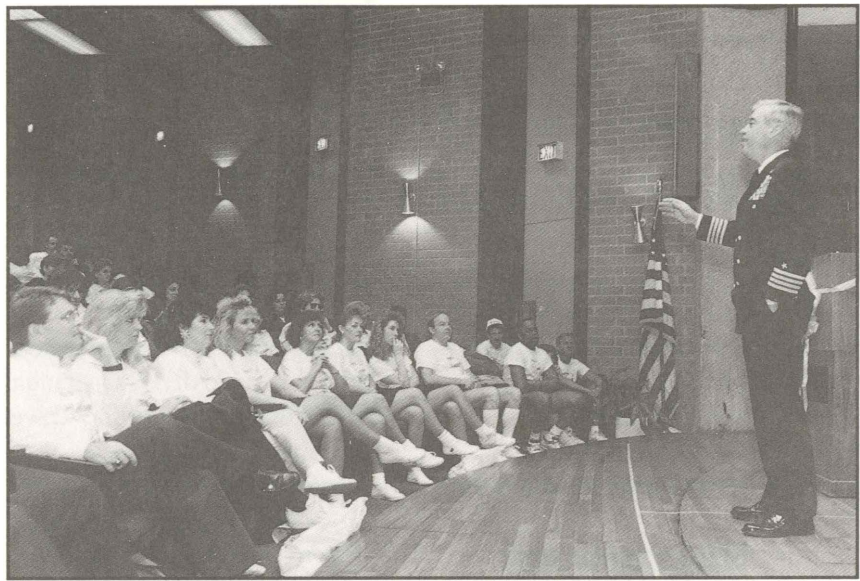


# A Screaming Success

**F**ootball also struck the fancy of the Northeast Region. To motivate and direct the entire region to have a "winning season" and achieve common goals of marketshare, profitability, customer service and efficiency, all Northeast Region personnel attended a pep rally -- complete with cheerleaders, a band and mini-footballs -- in late January.

Calling themselves the "Screaming Eagles," employees from various departments within the PPO and HMO lines of business gathered together at a Florida Community College for a morning of motivational speeches, a video and general "pumping up" exercises.

Special guest speaker was Captain Kevin F. Delaney, commanding officer of Jacksonville



Naval Air Station. Captain Delaney's message focused on the importance of true teamwork. He said all employees have a role to play in the company's ability to retain quality, pride and performance contribute to "a winning season." ▢

*Above: Captain Kevin Delaney, commanding officer of Jacksonville Naval Air Station, was the featured guest speaker at the Screaming Eagles pep rally. Below: soaring into tomorrow with a winning season.*



## IN THE SPOTLIGHT

# Awards And Achievement

**T**he annual management awards banquet was held February 26. The seventy-eight employees recognized for their contributions throughout 1990 were:

### Government Programs

#### Management awards

**Patricia M. Ainsley**, director, Medicare A  
**Grover Crawford**, manager, PARD/Orlando  
**Vernon Duncan**, supervisor, PARD Med A  
**John Frantz**, manager, Systems Development, Medicare B  
**Nan Key**, supervisor, MSP, Medicare A  
**Terri D. Lee**, manager, Claims Processing, Medicare A  
**Bill J. Long**, director, Medicare A  
**Bobbie Stanton**, manager, Medicare B

#### Individual Contributor Awards

**Mariaelena Alvarez**, Sr. Auditor, PARD/Miami

**Claudia Boyett**, Operations Analyst, Medicare B  
**Janet C. Crozier**, senior advocate, Medicare A  
**Marcia Reid**, senior reimbursement Analyst, Medicare B  
**Catherine L. Robbins**, Medicare Secondary Payor, Medicare A  
**Kim Rutledge**, supervisor, Provider Customer Service, Medicare B  
**Anne Simpson**, program analyst, Medicare B

### Private Business

#### Management awards

**Vickie Bankhead**, director, State Group Operations  
**Anthony A. Benevento**, director, Under 65 Direct Market Operations  
**Pamela Bishop**, supervisor, Travel and Meeting Services  
**JoAnn Doherty**, supervisor, Special Claims Processing  
**Lanny Felder**, manager, Real Estate and Facility Planning  
**Linda Fritsche**, senior operations analyst, HOI Claims Improvement  
**Robert Hamilton**, supervisor, Engineering and Building Services  
**Don Hardeman**, director, IS&O  
**Mark Hughes**, manager, NASCO/Montreal  
**Tim Lyons**, supervisor, State Group  
**John Oetjen**, director, West Region/Local Group  
**Rolie Sayward**, director, IS&O  
**Yvonne Suggs**, supervisor, NASCO/Montreal  
**Kevin Tincher**, supervisor, Senior Markets, Southern Region

#### Individual contributor awards

**Suzanne Alderman**, Systems Analyst/IS&O  
**J.B. Barnhardt**, senior operations analyst, State Group  
**Joyce Bowman**, senior project manager, Local Group Markets  
**Pat Chapacharis**, operations analyst, Direct Markets  
**Edward Garcia**, associate counsel, Legal Affairs  
**Tom Hadd**, technical analyst, IS&O  
**Valerie Hall**, senior systems analyst, IS&O  
**Hilda Hernandez**, individual benefits coordinator, IS&O  
**Tom Johnston**, senior systems analyst, IS&O  
**Bobbie Mathis**, senior operations Analyst, HMO Operations Support  
**Suzanne Mayer**, real estate planner, Facilities Planning  
**Barbara A. Murray**, project manager, Local Market Operations Support  
**Joanne Paulin**, operations analyst, State Group Operations  
**Mary Raulerson**, senior telecommunications specialist, Telecommunications  
**Steven D. Smith**, Public Affairs specialist, Government and Legislative Relations  
**Bob Stolp**, software consultant, Technical Services



## **Marketing and Health Care Services**

### **Management awards**

**Robert J. Crozier**, manager,  
Allied Health Care Provider  
**Patricia Hamilton**, manager, Utili-  
zation Management, Southern  
Region  
**Carol Nogosek**, manager, Man-  
agedCare, Northeast Region  
**Michael S. Rubin**, manager, Health  
Care Audit, Southern Region  
**Melvin W. Yost**, assistant control-  
ler, Florida Combined Life

### **Individual Contributor Awards**

**Maureena Joyce Brunty**  
Field service representative, Central  
Region  
**Steven K. Dauser**, project man-  
ager, Northwest Region  
**Amy DeMaggio**, project manager,  
Professional Health Care Programs  
**Marion Hamel**, project manager,  
Medical Affairs  
**Yolonda Hazel**, manager, Services  
and Administration, West Coast  
Region  
**Sharon Johnson**, provider educa-  
tion analyst, Provider Services  
**John T. (Tom) McAllister**, man-  
ager, Finance, Northwest Region  
**Melanie Maxwell**, Utilization  
Review coordinator, Medical  
Services  
**Margaret A. Melzer**, Senior  
Contracts and Compliance analyst  
**Betty Peltier**, supervisor, Adminis-  
trative Support  
**Manuel Roy III**, MIS coordinator,  
Finance/MIS  
**Bruce Stark**, Health Industry  
analyst, HC Data Management  
**Marion Tischler**, project manager,  
Northeast Region Administration  
**June A. Yon**, MIS coordinator,  
Central Region

## **Marketing**

### **Management awards**

**David M. Hazelhurst**, manager,  
Direct Markets,  
**Laury L. Keen**, account manager,  
FEP

### **Individual contributor awards**

**Deborah M. Jackson**, manager,  
Sales Administration  
**Carolyn Martin**, administrative  
coordinator, Marketing Administra-  
tion  
**Mary Terbruggen**, manager,  
Product Development

## **Human Resources**

### **Individual contributor awards**

**Shirley Dunton**, nonexempt re-  
cruiter, Human Resources  
**Sophonía White**, MD/OD special-  
ist, Human Resources

## **Finance**

### **Individual contributor awards**

**Nancy Alexander**, project consult-  
ant, Corporate Receivable  
**William Anderson**, accountant I,  
National Accounts Receivable  
**Lee Boardman**, accountant III,  
Cost Accounting  
**Mary Bondurant**, corporate  
research analyst, Financial Report-  
ing  
**Diane Bootz**, Statistical Research  
associate, Statistical  
**Matthew McGivney**, supervisor,  
Planning and Budget  
**Robert Weltman**, financial analyst,  
Financial Reporting

## FOR YOUR BENEFIT

### Sick Dependent At-Home Care Program Begins in April



Because we understand the relationship between family life and effectiveness in the work place, we are implementing a new program for employees to help them care for a sick child or dependent who lives with them in their home. Beginning April 15, 1991, in Jacksonville, BCBSF will pilot the Sick Dependent At-Home Care Program. The program will be expanded to include employees in the regional offices as the company learns from the pilot program and establishes contracts with qualified home care firms around the state.

In Jacksonville, home care for sick children and dependents will be provided by Nannies prn, the home care division of Nurses prn, a leading provider of quality nursing personnel to hospitals and private residences throughout Florida.

Nannies prn will provide professional in-home care to your child or other dependent loved one if they are ill and can't attend school or a child-care facility or if they are unable to care for themselves.

Nannies prn will provide these services to employees working any shift. The service is available to each employee for up to 50 hours per calendar year.

Employees must preregister prior to using the service. There is a membership fee of \$25 for 1991. This fee also enrolls the employee in the Nannies prn "Nannies Club," which offers additional services at a discount.

Participants receive a contribution from BCBSF toward the Nannies prn hourly rate, based on their base salary. Employees with base salaries of \$30,000 or less will be reimbursed at 66 2/3 percent of the hourly rate. Employees with base salaries of more than \$30,000 will be reimbursed at 33 1/3 percent of the hourly rate. The following example is based on the current Nannies prn hourly charge of \$9.

Employee base salary	Nannies prn hourly rate	% of rate reimbursed	BCBSF pays	Employee pays
\$30,000 or less	\$9	66 2/3	\$6	\$3
More than \$30K	\$9	33 1/3	\$3	\$6

During the first week of April, representatives from Nannies prn and the Compensation and Benefits department will be at the Riverside Home Office Complex and Freedom Commerce Centre to talk to employees interested in learning more about the program. Employees can sign up for the program then or at any time during the year.

If you'd like more information about Nannies prn, contact Mimi Gilbert-Quinn in the Compensation and Benefits department at (904) 363-4629.

## IN THE SPOTLIGHT

### Service Anniversaries

The following individuals, with their job title and location noted, celebrated anniversaries in March:

#### 5 years

**Marlene D. Almanza**, Individual Ben. Mgmt. Specialist, MIA

**Michele M. Ames**, Claims Service Rep. I, FC1

**Russell T. Baker**, Assistant Controller, FCL

**Frank P. Bartkus**, Account Representative, SAR

**Jeannie M. Baugh**, Associate Programmer Analyst, HOC

**James Bray**, Manager, Agency Sales, GIL

**Maureen E. Cardona**, Executive Secretary A, ORL

**Thelmeia A. Cason**, Customer Service Rep. B, HOC

**David E. Helphrey**, Agency Regional Director, FCL

**Ronnie L. Jackson**, Services Technician, HOC

**Constance L. Kuehn**, Healthcare Auditor, TAM

**Patricia G. Leonard**, Executive Secretary A, PEN

**Suzanne M. McNeil**, Medical Underwriter I, FC2

**Patricia A. Paxton**, Executive Secretary A, JMA

**Elena Shupard**, Auditor IV, TMP

**Richard M. Smith**, Regional Vice President, FTL

**Tawny M. Stewart**, Correspondence Rep. B, SWD

**Joseph B. Suber**, Agency Sales Executive, TAL

**Suzanne M. Swann**, Customer Service Rep. B, GNV

**Timothy A. Waymouth**, Account Executive HMO, TAM



**10 years**

**Gregory C. Baxter**, Supv Prof.  
Provider Services, JPR  
**Ernest N. Brodsky**, VP, Product  
Management Division, JPP  
**Gregory S. Carter**, Dir. Control  
Sales & Service, FC1  
**Susan C. Clay**, Manager Statistical,  
GIL  
**Sherri D. Deese**, Cust. Service  
Rep., ACS/EMC  
**Lanny I. Felder**, Manager, Real  
Estate Operations, GIL  
**Larry C. Murph**, Bindery Opera-  
tor Senior, HOC  
**James T. Olive**, HIS Project  
Manager, HTF  
**John H. Pelletier**, Direct Sales,  
GIL  
**Irene E. Schmutz**, Secretary B,  
HOC  
**Rosita G. Silva**, Clerk B, HOC  
**Sandra S. Smith**, Corp. Fin. Res.  
Analyst, HOC  
**Renita L. White**, Correspondence  
Representative B, HOC  
**Andrew W. Zedella**, Senior Buyer,  
HOC

**15 years**

**Reba A. Adkins**, Quality Analyst,  
QC & Analysis PBO, FC1  
**Dennis N. Carlos**, Sr. Systems  
Analyst, HOC  
**Linda J. Dean**, Operation Analyst  
II, RIV  
**Charles Frierson**, Data Base  
Consultant, HOC  
**Sandy L. Hatcher**, Quality Analyst  
QC & Analysis PBO, FC1  
**Thomasena Jackson**, Other Carrier  
Liability Anlst, FC1  
**Barbara V. McManus**, HR Info  
System Technician I, HOC  
**Emma J. Pendarvis**, Fraud &  
Abuse Analyst, SWD  
**Anita P. Rodgers**, Org. Develop-  
ment Training Spec., HOC

**20 years**

**John J. Abrams**, Database Con-  
sultant, HOC  
**Olivia P. Corbitt**, Quality Analyst  
Med. B Comm., SWD  
**Evelyn R. Gaines**, Claims Service  
Rep. III, FC2  
**Gwendolyn P. Green**, Customer  
Service Rep. B, FC2  
**Julia A. Miller**, PPC Customer  
Relations Rep., FC2  
**Nancy L. Patrick**, Claims Service  
Rep. III, FC2  
**Laura M. Smith**, Payroll Benefits  
Administrator, HOC

**25 years**

**Mercedes C. Miller**, Clerk B, HOC  
**Joan Wright**, Customer Service  
Rep. C, FC2

## New Employees

We welcome the following new employees -- hired through February 15 and noted by their job title and location -- to Blue Cross and Blue Shield of Florida:

**Nancy L. Alston**, Customer Service  
Rep. B, FC2  
**Leonor C. Amargo**, Correspon-  
dence Rep. B, FC2  
**Laurene S. Arthur**, Executive  
Secretary A, JXM  
**Theresa L. Blount**, Image Entry  
Operator, SWD  
**Robert H. Bole**, Supv., Med. B  
Claims Processing, HOC  
**Sandra E. Budd**, Research Clerk  
B, HOC  
**Eric C. Campbell**, Accountant I,  
MIA

### BLUE CROSS AND BLUE SHIELD OF FLORIDA'S CORPORATE OBJECTIVES

These are the company's strategic objectives for 1991. Plans and initiatives undertaken this year should be in support of one or more of these objectives:

#### Excellent Service

We will provide to our customers predictable, understandable, hassle-free service that is consistent with their expectations at purchase and that minimizes the need for customer involvement with payment to providers.

#### Financial Strength

We will maintain Blue Cross and Blue Shield of Florida as a financially strong and competitive organization.

#### Market Share

We will attain dominant private market share consistent with financial soundness, delivery of superior service and our overall provider strategy.

#### National Association

We will support a strong, effective national organization of plans.

#### Organizational Effectiveness

We will develop and maintain an effective, highly motivated and productive organization.

#### Provider Relationships

We will create sustainable competitive advantage through effective business relationships with providers.

#### Public Understanding

We will gain public and governmental understanding, acceptance and support of corporate policies, programs and actions.

## IN THE SPOTLIGHT

**Theresa D. Cartrette**, Image Entry Operator, SWD  
**Laura M. Castro**, Staff Asst. to Exec. VP, HOC  
**Carolyn S. Clark**, Secretary A, HOC  
**Jeanne M. Craddock**, Marketing Performance Analyst, GIL  
**Olivia D. Crawford**, Clerk B, HOC  
**Chris S. Denmark**, Clerk B, HOC  
**Samantha A. Engers**, Health Industry Analyst, HOC  
**Thomas B. Gilbert**, Customer Service Rep. A, HOC  
**Becky F. Goodman**, Customer Service Rep. B, FC2  
**Annette L. Green**, Claims Examiner B, HOC  
**Robyn B. Grooms**, Senior Operations Analyst, RIV

**Derick J. Hardwick**, Clerk B, HOC  
**Claudette A. Harper**, Provider Relations Technician, FTL  
**Rosa J. Hicks**, Customer Service Rep. A, FCL  
**Fonte N. Hinton**, Research Clerk B, FC1  
**John R. Irwin**, Clerk B, HOC  
**Corrine Anne Jones**, Customer Service Rep. A, HOC  
**Frances Lang**, Housekeeper, HOC  
**Charles R. Martin**, Senior MD/OD Specialist, HOC  
**Michelle A. Murry**, Control Clerk B, FC2  
**Bruce J. Orlandi**, Claims Service Rep. Trainee, FC1  
**Richard A. Owens**, Systems Analyst 1, HTF

**John P. Partyka**, Supv. Util. Review Medical, SWD  
**Judy A. Pyne**, Control Clerk A., HOC  
**Christine L. Quick**, Project Leader, SWD  
**Jose M. Ramos**, Customer Service Rep. A, HOC  
**Bonnie F. Register**, Clerk B, Outgoing Mail  
**Mirtha F. Riveron**, Senior Claims Examiner, MIA  
**Dorothy V. Robinson**, Housekeeper, HOC  
**Jose R. Sanchez**, Project Manager, FSB  
**Rosalind A. Sandell**, Supervisor, Payroll, RIV  
**Deann Shepard**, Claims Service Rep. Trainee, FC1  
**Marilyn J. Singer**, Clerk D, MIA  
**Harriett A. Sparkman**, Image Entry Operator, SWD  
**Judith L. Staton**, Claims Service Rep. Trainee, FC1  
**Ruth G. Stephens**, Statistical Clerk A, GIL  
**Joann Swenson**, Secretary A, FC1  
**John W. Szczudluk**, Operation Analyst II, RIV  
**Leondry Taylor**, Driver, HOC  
**Kelvin T. Upson**, Control Clerk A, HOC  
**Nancy C. Vieau**, Claims Examiner B, HOC  
**Carol E. Waller**, Managed Care Coordinator, UBM  
**Olivia Williams**, Claims Examiner B, HOC  
**Deborah E. Wright**, Claims Examiner B, HOC



*Join us for  
 free samples  
 in the  
 dining room.*

*Dates:* Week of April 8 & April 22.



Has this happened to you? You see a menu item that looks good in the serving line, but you're not sure what it will taste like and you don't want to gamble?

ARA Dining Services is introducing a new program designed to help make your choices easier. It's called **Sample It!**

With **Sample It!**, you can try free samples of selected entrees and side dishes.

The program will be timed to correspond to the introduction of new menu items and specialty products. Stations in the serving area that are offering the samples will be marked with a **Sample It!** banner. Simply stop by the sampling station at the cafeteria entrance for your free taste.

The first **Sample It!** will take place during the weeks of April 8 and April 22.

ARA invites you to stop by and **Sample It!**



# Operation Brain Storm

By Rejeanne Davis Ashley

very rarely complete meeting reaction forms. Oh, occasionally, if a friend is the meeting leader and needs the kudos, or if, for some miraculous reason, we don't have to report against plan in staff meeting. But in general, I think life's too short for this activity.

I confess this -- despite great concern that I will now be forced to backtrack and complete meeting reaction forms for the 2,340 meetings I've attended since joining the company -- to tell you about something that occurred to me as I was -- you guessed it -- completing a meeting reaction form.

I've named it Operation Brain Storm.

What if we applied some of the principles, values and tools that guide us here at Blue Cross and Blue Shield to real life situations?

Dating, for example.

Imagine how practical a meeting reaction form would be after your first encounter with a member of the opposite sex. With slight modifications, this could be an excellent tool, saving you weeks, months or even years of confusion and frustration.

It might look something like this:

## DATE REACTION FORM

### 1) The date was well organized.

Agree strongly, agree somewhat, disagree somewhat, disagree strongly, not applicable

### 2) Questions were answered to my satisfaction.

agree, disagree, etc.

### 3) I kept waiting to speak but didn't get a chance.

### 4) The date was worth my time.

### 5) You appeared to be open and honest with me.

### 6) I would like to see you again.

In addition, please complete the following open-ended questions:

1) What questions, thoughts or concerns do you have about dating me?

2) What topics are safe to discuss on future dates? Circle all that apply:

Meeting my parents • Jewelry • Moving in together • Children • Marriage • Joint Checking

3) What topics would you like to avoid? Circle all that apply:

Meeting my parents • Jewelry • Moving in together • Children • Marriage • Joint Checking

Is this revolutionary or what?

But wait, there's more.

How about "process checks" three to five months into a relationship? ("Well, I think we're exactly on track here and this relationship is progressing smoothly" or "we're running a little behind schedule; we should already have had two arguments, broken up once, gotten back together, and spent one major holiday with your crazy relatives.")

How about a performance review on your spouse? (Can apply to wives or husbands, according to how egalitarian your household is):

## SPOUSAL PERFORMANCE REVIEW

Major areas of responsibility (List all that apply):

Specific accomplishments/deficiencies (example):

- Mows lawns without my asking;
- Takes out garbage before maggots hatch;
- Cleans dishes more than once a week;
- Reads my mind and knows when I'm happy, sad, sick, frustrated, about to walk out the door, etc.

Level of Performance (circle appropriate response):

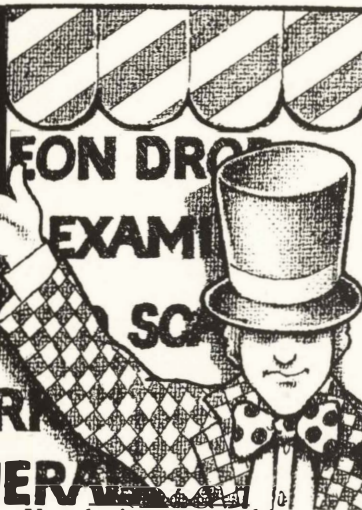
- Unsatisfactory
- Improvement needed
- Meets expectations
- Exceeds expectations
- Outstanding

How about the planning and budgeting process as a tool for determining your children's allowance? By the time you finished going through this process, they'd be grown up and out of the house, eliminating the need to pay them a dime.

Synapses continue to fire in Operation Brain Storm, but I have run out of space and time. Perhaps you will join the fight and set your sights on other corporate targets. Together, we could infiltrate the thinking of our unsuspecting families and bewilder them with thousands of forms, expressions and exercises.

Over and out. ▣

**YOU'RE NOT  
ALONE IF  
YOU'VE  
BEEN  
CONNED**



**WORK  
FUNERAL**

**Have you ever ...**

Given your credit card number to a phone solicitor?

Purchased land you haven't seen?

Bought stock on a stranger's suggestion?

Agreed to home repairs that were quick, cheap, and paid for up front?

Sent money as part of a chain letter?

Invested in a promising new company that quickly went out of business?

Last year, swindlers used scams to cheat consumers out of about 40 million dollars.

Be skeptical of anything that sounds too good to be true or promises easy money. If you are the victim of a con artist, report it to the police immediately. Get the word out to help protect your friends and neighbors.

**Think smart, avoid cons**

**1.** If it sounds too good to be true, it probably is.

You don't get something for nothing.

**2.** Don't trust strangers who offer you instant cash.

**3.** Get more information before buying "the sure thing."

**4.** Check out charities before contributing.

**5.** Don't give your credit card number to anyone over the phone.

**6.** Learn about con games operating in your community and alert your friends and your neighborhood watch group.

**7.** Write a letter to the editor of your local newspaper to alert others.

**Who can help if you've been conned?**

The Police or Sheriff's Department  
The Consumer Protection Agency  
Your District Attorney  
The Postal Inspector  
Chamber of Commerce  
Better Business Bureau



**TAKE A BITE OUT OF  
CRIME®**

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U. S. POSTAGE  
PAID  
JACKSONVILLE, FL  
PERMIT NO. 85**